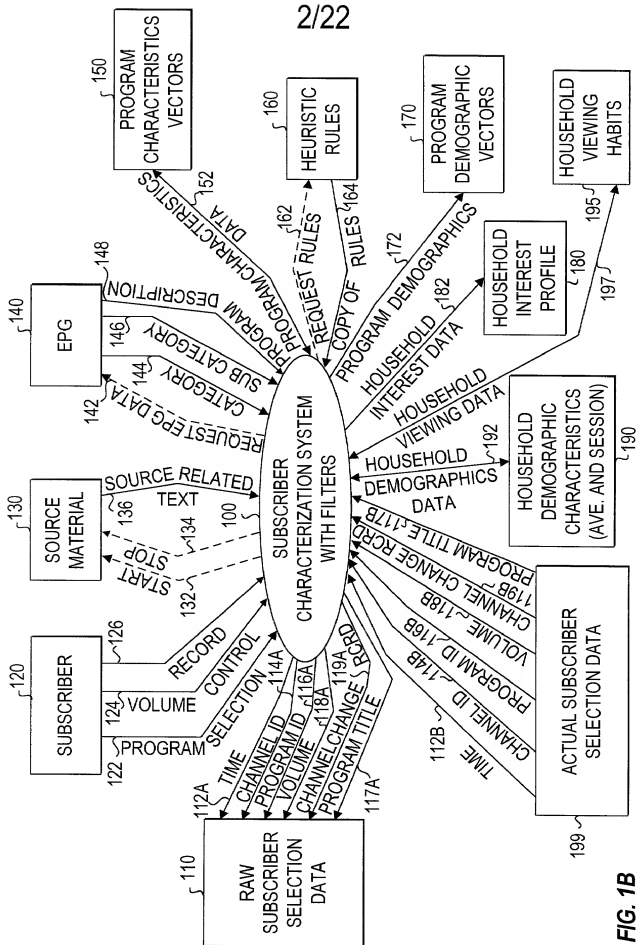


FIG. 1A



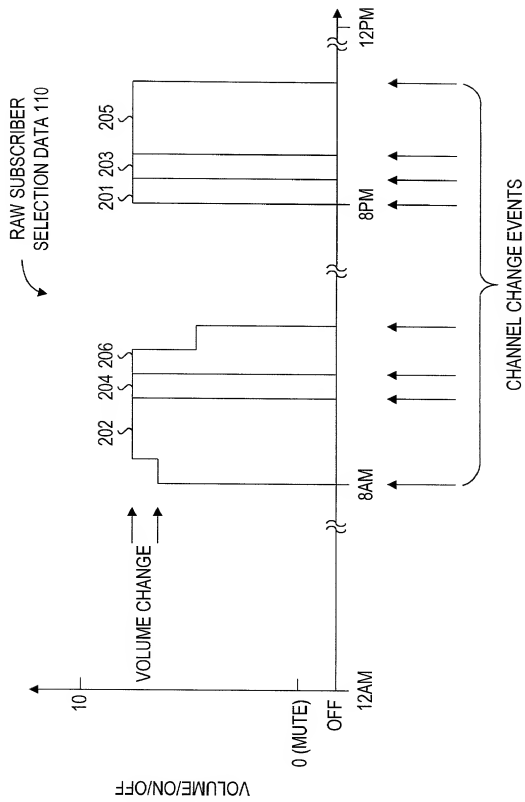


FIG. 2

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302	304	303	301
TIME	CHANNEL ID	PROGRAM TITLE	VOLUME
08:01:25AM	06	"MORNING TV" "GOOD MORNING AMERICA" "GOOD MORNING AMERICA"	5/10
08:01:45AM	13		5/10
08:03:25AM	13		6/10
⋮			
06:11:25PM	09	"SEINFELD" "ADVERTISING" "SEINFELD" "ADVERTISING" "LIVING SINGLE"	5/10
06:15:23PM	09		5/10
06:17:25PM	09		5/10
06:28:10PM	09		5/10
06:30:07PM	52		5/10
⋮			

FIG. 3A

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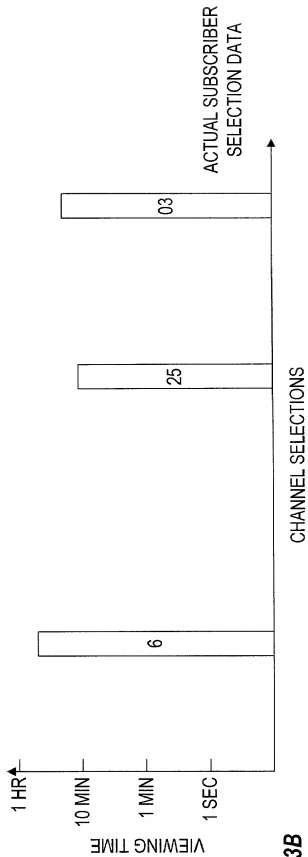
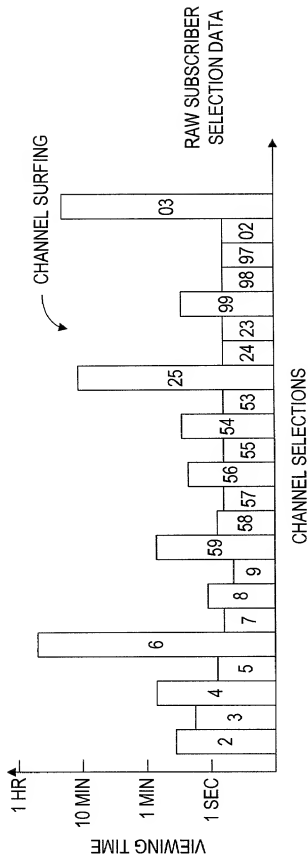


FIG. 3B

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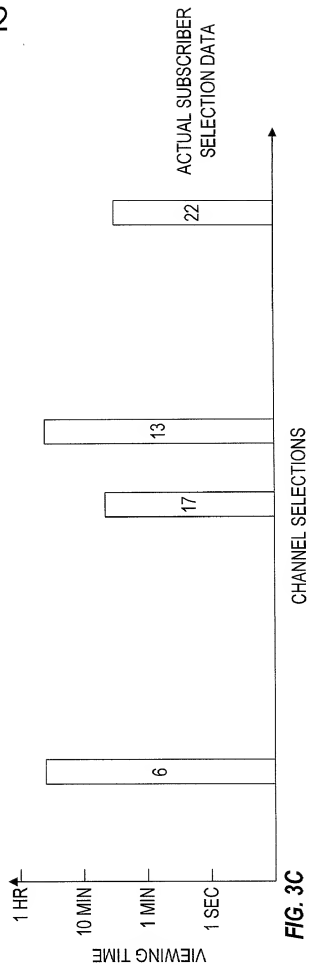
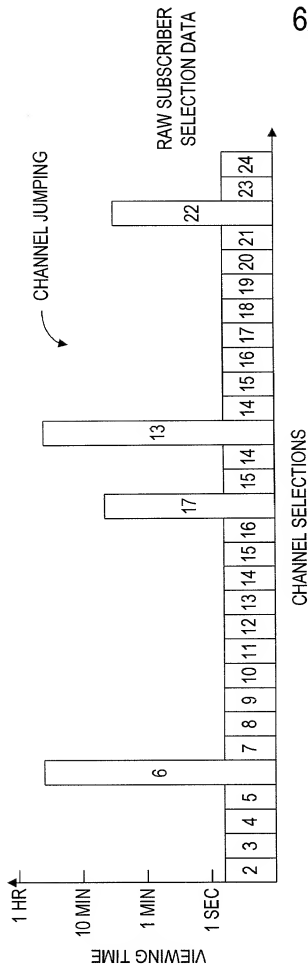


FIG. 3C

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400 TIME OF DAY	402 MINUTES WATCHED	404 CHANNEL CHANGES	406 AVERAGE VOLUME
MORNING (6AM-9AM)	61	2	5/10
MID-DAY (9AM-3PM)	0	0	-
AFTERNOON (3PM-6PM)	0	0	-
NIGHT (6PM-10PM)	122	4	6/10
LATE NIGHT (12AM-6AM)	0	0	-
TOTAL	183	6	5.7/10

FIG. 4

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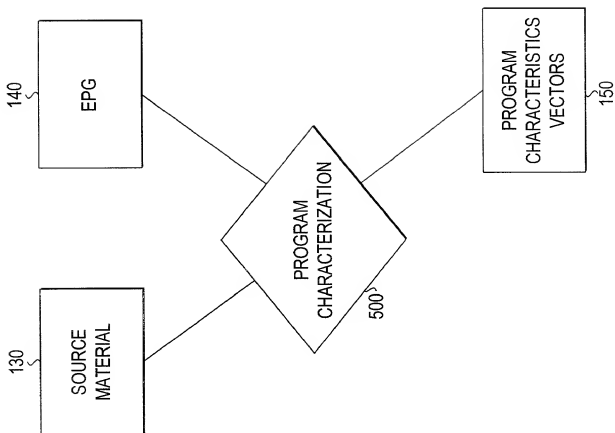


FIG. 5A

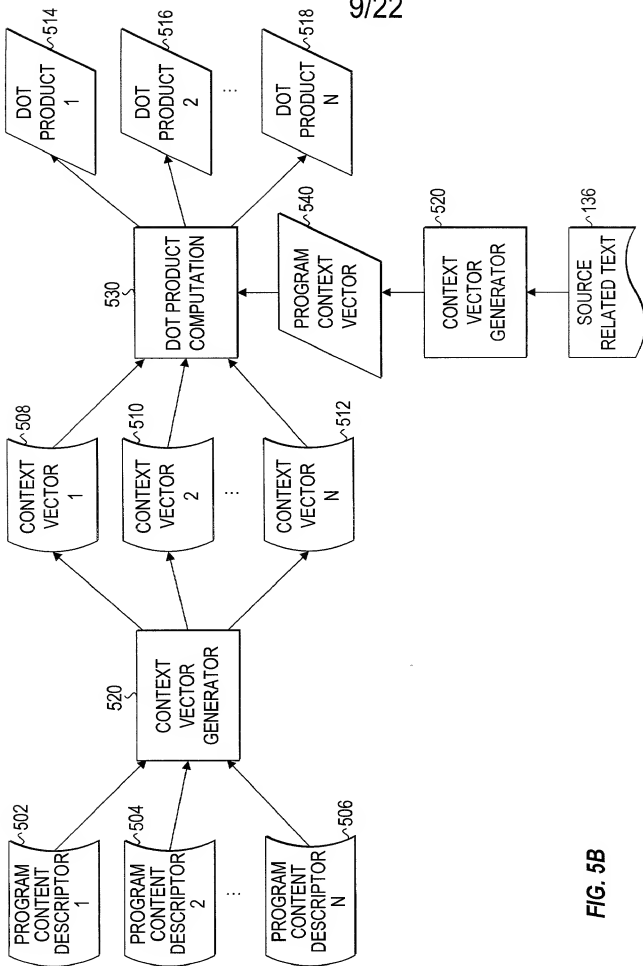


FIG. 5B

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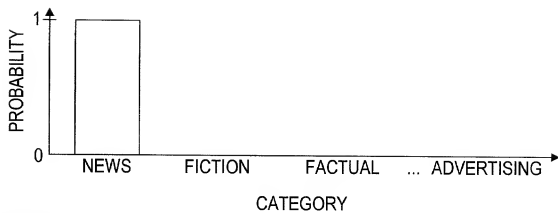


FIG. 6A

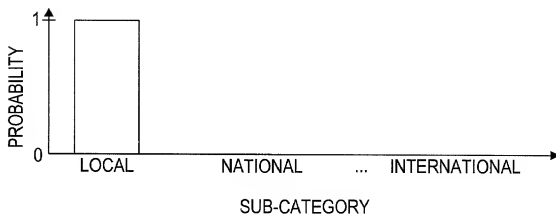


FIG. 6B

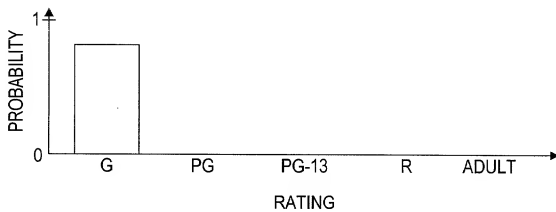


FIG. 6C

001221-2052460

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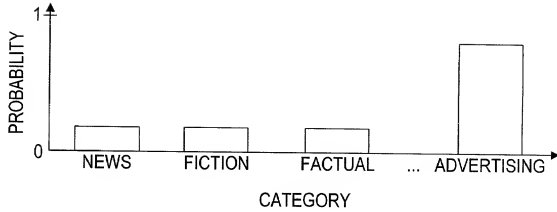


FIG. 6D

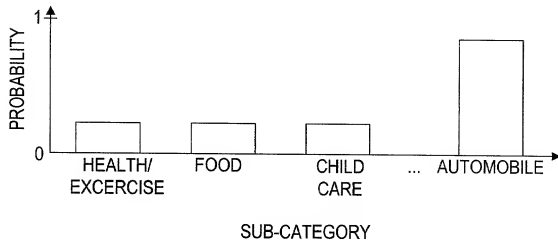


FIG. 6E

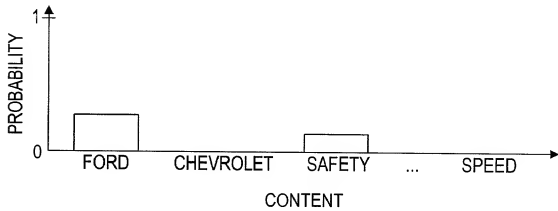


FIG. 6F

001221*20524260

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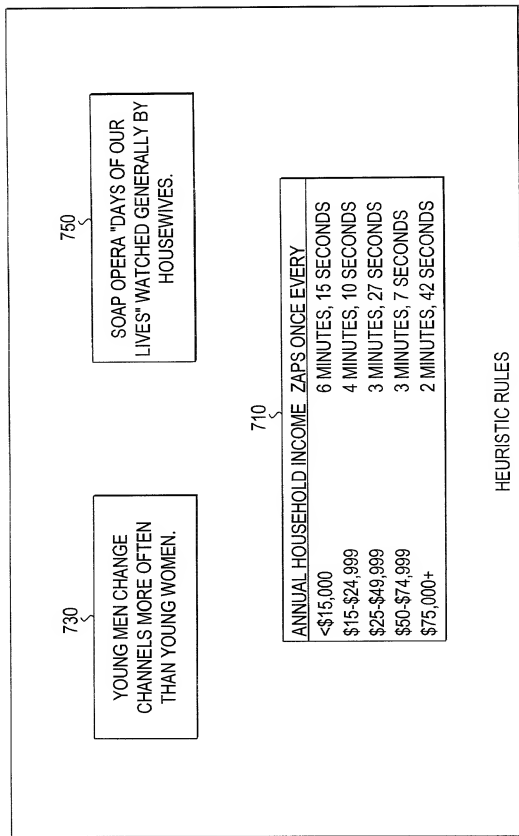


FIG. 7A

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		DEMOGRAPHIC GROUPS											
CATEGORIES		AGE			INCOME			SIZE			GENDER		
		0-10	10-18	... >70	0-20K	20-50K	... 50-100K	1	2	...	>5	M	F
	NEWS	0.1	0.1	0.4	0.2	0.3	0.4	0.5	0.3	0.1		0.3	0.7
	FICTION	0.5	0.3	0.2	0.4	0.2	0.3	0.3	0.2	0.1		0.8	0.2
	FACTUAL	0.2	0.2	0.3	0.1	0.4	0.2	0.2	0.2	0.4		0.4	0.6
	:												
	ADVERTISING	0.1	0.3	0.5	0.3	0.2	0.1	0.2	0.1	0.3		0.5	0.5

FIG. 7B

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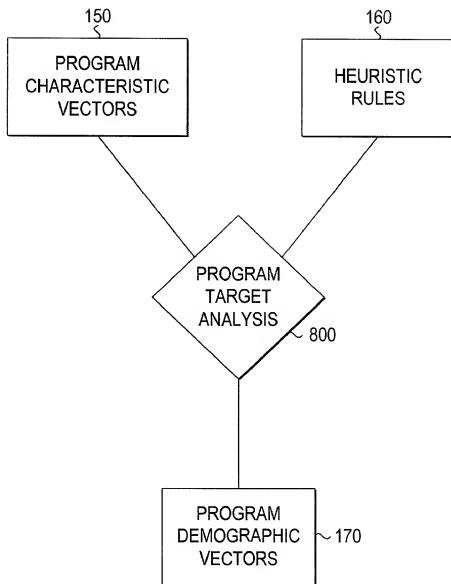


FIG. 8

09742507.122100

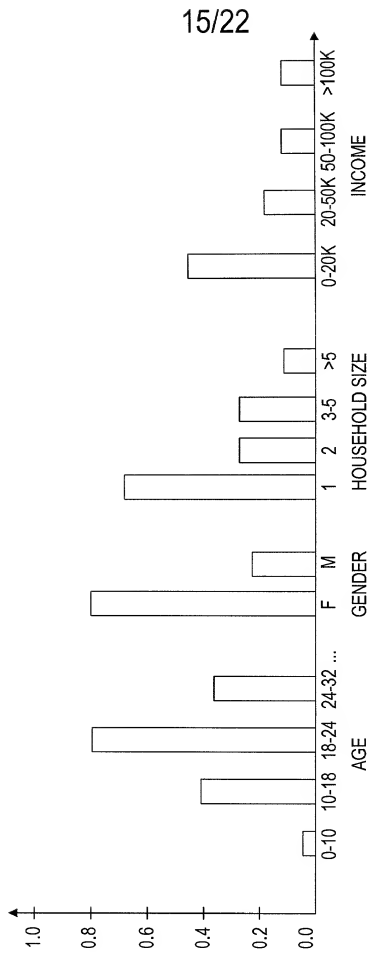


FIG. 9

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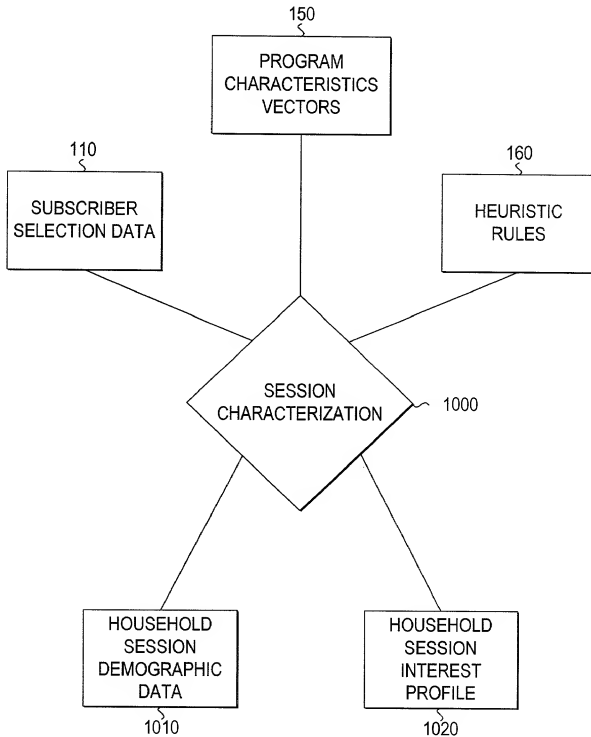


FIG. 10

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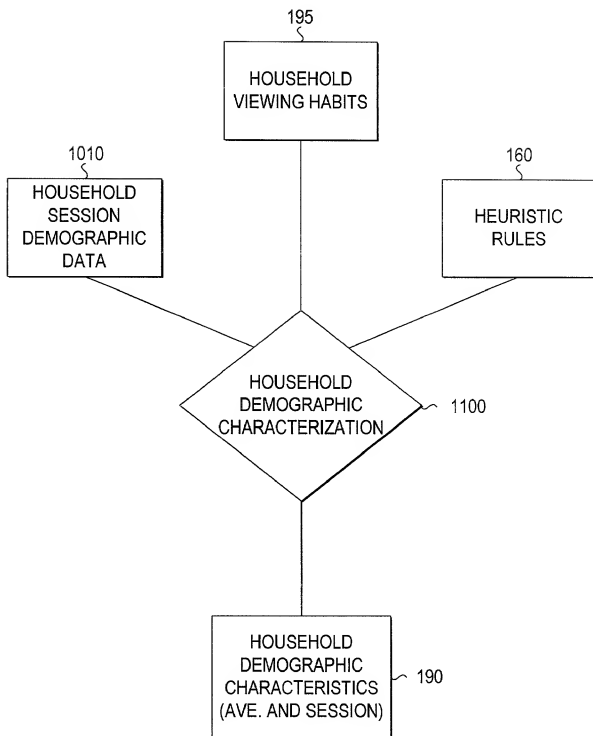


FIG. 11

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00742507.122100
007221.20524200

	1201 §	1205 §	1203 §	1207 §
HOUSEHOLD PARAMETER	AVERAGE VALUE	SESSION VALUE	UPDATE?	
SIZE	2.6	3.0	YES	
AGE	23.5	12	YES	
SEX (FEMALE=1)	0.6	0.7	YES	
INCOME (\$0-\$20K)	0.1	0.1	YES	
INCOME (\$20-\$50K)	0.6	0.7	YES	
INCOME (\$50-\$100K)	0.2	0.1	YES	
INCOME (>\$100K)	0.1	0.1	YES	
ZIP CODE			NO	
TELEPHONE NUMBER			NO	

FIG. 12

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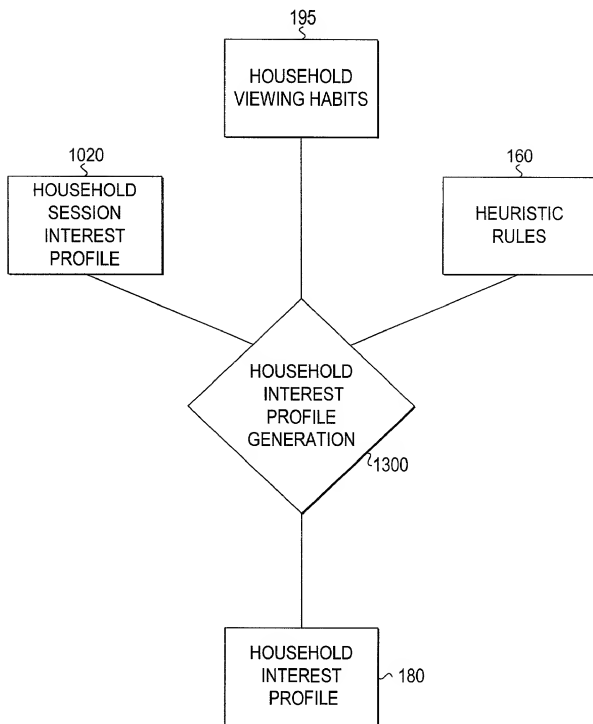


FIG. 13

09742507.122100

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		1401 §	1403 §	1405 §
		HOUSEHOLD INTEREST	AVERAGE VALUE	SESSION VALUE
1409	PROGRAMMING	DRAMA	0.1	0.20
		ROMANCE	0.1	0.20
		ACTION	0.6	0.25
		SITCOM	0.2	0.30
		...		
		SPORTS	0	0.05
1407	PRODUCTS	HEALTH/EXCERCISE	0.6	0.2
		FOOD	0.3	0.4
		CHILD RELATED	0.0	0.1
		TOYS	0.0	0.1
		...		
		AUTOMOBILE	0.1	0.2

FIG. 14

001221-20524260

001221" 20924460

CURRENT TIME: 20:00		1506	1508	1510	1512	1514	1516
1508	CHANNEL #	CHANNEL NAME	20:00	21:00	22:00	23:00	
1504	2	A&E	PHANTOM OF THE OPERA	BIOGRAPHY	AMERICAN JUSTICE	INVESTIGATIVE REPORTING	
	4	CBS	NIGHTLY NEWS	JUST SHOOT ME	FRASIER	THE LATE SHOW	
	6	NBC	NBC NEWS	BUFFY THE VAMPIRE	FOOTBALL	DAVID LETTERMAN	
	10	ABC	ABC NEWS	DREW CAREY SHOW	WHO'S LINE IS IT?	MOVIE TIME	
	12	FOX	ALLY MC BEAL	THE SIMPSONS	SEINFELD	FRASIER	
	14	DISCOVER	VISITING GREECE	THE BAHAMAS	BRAZIL	THE PYRAMIDS	

FIG. 15

CURRENT TIME: 20:00					
#	CHANNEL	20:00	21:00	22:00	23:00
14	DISCOVER	GREECE 1608	THE BAHAMAS	BRAZIL	THE PYRAMIDS
12	FOX	ALLY MC BEAL	THE SIMPSONS	SEINFELD	FRASIER
2	A&E	PHANTOM	BIOGRAPHY	AM. JUSTICE	INV. REPORTING
10	ABC	ABC NEWS	DREW CAREY	WHO'S LINE...	MOVIE TIME
6	NBC	NBC NEWS	BUFFY, VAMPIRE	FOOTBALL	D. LETTERMAN
4	CBS	NIGHTLY NEWS	JUST SHOOT ME	FRASIER	THE LATE SHOW

FIG. 16